

## **ABSTRACT**

A method for implementing self-chosen caller identification and instantaneous transmission of caller identification information before communications have been established is described. Aspects of the invention improve upon modern methods and bridge the gap between current technology that allows users to self-identify in communicating with other users and technology that transmits this information before a telephone call is answered. Furthermore, aspects of the invention allow a user to select his or her own identifying information (e.g., picture, ring tone, video) and send it to contacts in his or her contact database. A background transmission process transmits the identifying information upon selection, creating a fast and seamless method of self-identification for caller ID technology. The identifying information may be stored in an association database using factors such as events and identification type. An option may also exist that allows users to override any caller identification information transmitted to them.